

east | midamerica | south | west | focus

# Meetings | midamerica

THE DESTINATION EXPERTS

Comprehensive coverage of destinations exclusively designed for a national audience of professionals who plan meetings, conventions and incentive programs in the Midwestern U.S.



Illinois

Kansas

Missouri

South Dakota

Indiana

Michigan

Nebraska

Wisconsin

Iowa

Minnesota

North Dakota

# Publication Overview

## Meetings | midamerica

The strongest integrated marketing option to influence meeting professionals.



### Targeted and qualified subscribers

*Meetings MidAmerica's* BPA-audited circulation is highly targeted, and offers you a nationwide audience of 20,055\*. They have all asked for the publication: 100% are "personal direct request" subscribers. This way you know they want *Meetings MidAmerica*, and they want to read our targeted editorial coverage of 11 Midwestern states.

### Efficient investment of advertising dollars

Because *Meetings MidAmerica* is so targeted, the publication provides the highest level of efficiency and the best return on your advertising investment by directly reaching planners who hold meetings in the Midwest\*\* and eliminating those

professionals who don't have the ability, or the interest, to book your destination. Our audience reach is 20,055\*. Can other publications offer you this type of targeted buy?

### Editorial coverage *It's all about destinations, including yours*

*Meetings MidAmerica* delivers in-depth news, topical features and thorough destination coverage of the Midwestern meetings market. *Meetings MidAmerica* covers hotel, resort, convention and conference facilities; interesting event venues; renovation updates; industry news; and topical articles of general interest to meeting professionals. Your advertising reaches professionals while they are reading about Midwestern locations for their meetings.

### Editors understand the marketplace

With more than 100 years of collective experience covering the travel trade industry, *Meetings MidAmerica's* staff of editors understands the specific needs of today's meeting professionals. Articles are written by authoritative, informed and experienced industry professionals, who provide reliable and current information that meeting planners can depend on to do their job efficiently.

*Meetings MidAmerica's* editorial content focuses on Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota and Wisconsin.

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\*BPA Worldwide, June 2008 Statement

\*\* Publisher's Own Data, July/August 2008



## Professional profile

*Meetings MidAmerica* subscribers come from a wide variety of industries and businesses—from manufacturing to medical/pharmaceutical, communications to finance, and education to healthcare. This enables us to help you target your customers even more efficiently. Interested in planners from the pharmaceutical market with a meeting planner title? Looking for planners who are based in Illinois because of new air service into your market? Overall, *Meetings MidAmerica* can target your true customer, with print, online and face-to-face opportunities. We know our subscribers, and they want to know about you.

- *Meetings MidAmerica* subscribers have been involved in the industry an average of 12 years\*\*\*
- 31% of *Meetings MidAmerica* subscribers hold executive positions within their organization\*\*\*

## Meeting planning responsibilities and activities\*\*\*

*Meetings MidAmerica* subscribers have significant responsibilities for the meetings they plan:

- 24% develop incentive programs
- 83% are responsible for selecting and/or recommending destinations
- 90% are responsible for selecting and/or recommending hotels/venues
- 61% develop the program, content and services
- *Meetings MidAmerica* subscribers plan an average of 24 meetings per year, with an average of 850 attendees; 36% of the meetings have 1,000 or more attendees
- The average annual meetings budget for *Meetings MidAmerica* subscribers is \$1.6 million
- The average duration of their meetings is 2.6 days

## Involvement with *Meetings MidAmerica*\*\*\*

- 85% of *Meetings MidAmerica* subscribers have taken some action as a result of reading articles in *Meetings Media* publications
- Subscribers typically spend 29 minutes with an issue of *Meetings MidAmerica*
- 43% pass along their issue of *Meetings MidAmerica* to at least one other person
- 97% say the quality of *Meetings MidAmerica* is the same or better than the other industry publications they receive
- 95% rate *Meetings MidAmerica* as excellent/good for its industry coverage
- 95% rate *Meetings MidAmerica* as excellent/good for its destination coverage
- 95% say *Meetings MidAmerica* is useful in their job
- 67% have taken an action as a result of reading an advertisement in *Meetings MidAmerica*. Of these:
  - 73% have visited an advertiser's website
  - 20% have called an advertiser
  - 24% have e-mailed an advertiser
  - 22% have recommended an advertiser
  - 25% have selected a site

TYPES OF ACTIVITIES***			
golf	59%	sporting events	33%
spa activities	46%	casinos/gambling	28%
attractions/theme parks	43%	cooking programs	11%
team building	42%	festivals	10%
spousal programs	39%	skiing	7%

TYPES OF FACILITIES USED**			
downtown hotels	85.6%	convention centers	43.8%
resorts	68.9%	golf resorts	41.9%
conference centers	54.4%	spa facilities	25.9%
suburban hotels	51.8%	gaming facilities	22.3%
airport hotels	51.3%	cruise ships/boats	19.7%

\* BPA Worldwide, June 2008 Statement

\*\* Publisher's Own Data, July/August 2008

\*\*\* Reader Profile Survey, 2007

# Circulation

Reach an audience of 20,055.\*

These subscribers are responsible for booking meetings in MidAmerica.\*\*

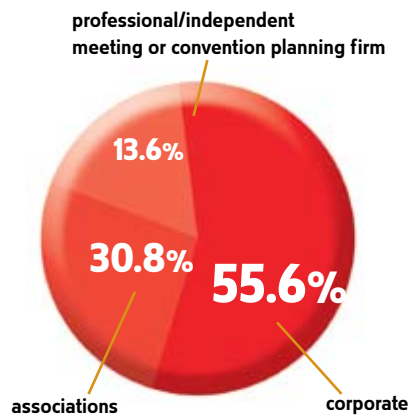
## National qualified subscribers

Our award-winning circulation department provides advertisers with a 100% qualified, national audience, including those in Fortune 1000\*\* companies. *Meetings MidAmerica* subscribers belong to the industry associations you target: MPI, SITE, PCMA, SGMP and more. These subscribers are responsible for selecting Midwestern destinations and meeting facilities; planning or supervising all aspects of meetings; training, management and education; incentive travel; coordination of trade shows, exhibits and conventions; and planning board meetings.\*\*

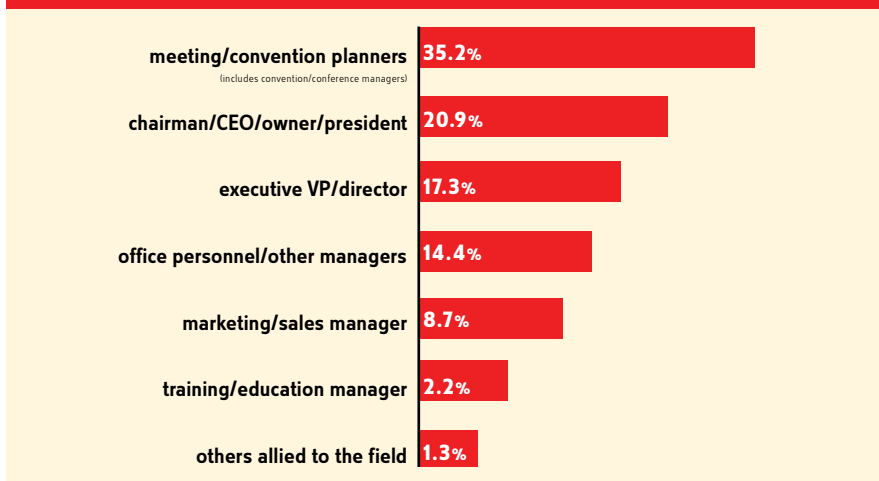
## Strictly qualified subscribers\*\*

*Meetings MidAmerica* qualifies each subscription request by job title and type of business. Our subscribers are polled on job functions, types of facilities used, number of off-site meetings planned annually and attendance at off-site meetings.

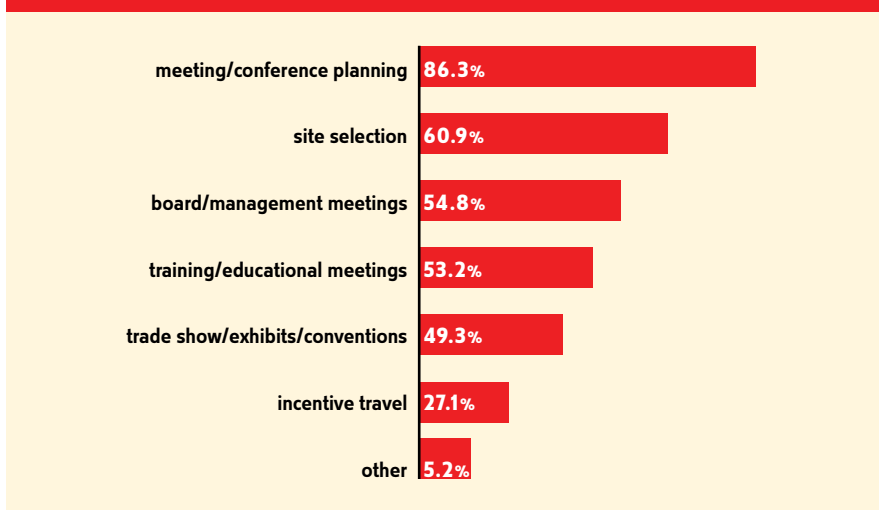
## Subscribers' business\*



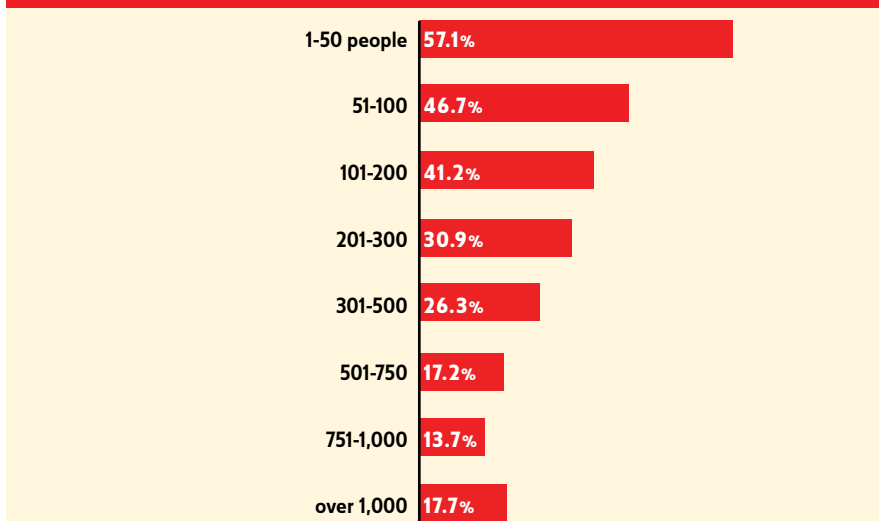
## SUBSCRIBER TITLES\*



## JOB FUNCTIONS OF SUBSCRIBERS\*\*



## SIZE OF SUBSCRIBERS' MEETINGS\*\*



\* BPA Worldwide, June 2008 Statement

\*\* Publisher's Own Data, July/August 2008